MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

DFB5014 – FUNDAMENTALS OF BUSINESS

(All sections/Groups)

7 FEBRUARY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages with 2 sections.
2. Answer **ALL** questions.
3. For sections A, shade your answers in the OMR sheet provided.
4. For section B, write your answers in the answer booklet provided.

SECTION A: Multiple Choice Questions (30 Marks)

1. What is the term that reflects the extent of one's self awareness and ability to manage emotions?

   A. Emotional intelligence.
   B. Personality.
   C. Introversion.
   D. Openness.

2. What is the result of a person behaving in a way that is inconsistent with their attitudes?

   A. Affect.
   B. Morale.
   C. Increased satisfaction.
   D. Cognitive dissonance.

3. If Ravi feels he has the skills and ability needed to perform a task and able to focus on performance because he has high degree of

   A. self-esteem.
   B. locus of control.
   C. risk propensity.
   D. self-efficacy.

4. If a manager believes that his employees are self-motivated and growth-oriented, what type of manager he is?

   A. Theory Y.
   B. Theory X.
   C. Classical.
   D. Hierarchical.

5. Which of the following is the **MOST** frequently used method of setting performance goals to motivate behaviour?

   A. Social learning.
   B. Participative management.
   C. Management by objectives.
   D. Job enrichment.

Continued ...

6. What type of leader behaviour is focused on the motivation and well-being of the employees?

   A. Behaviour.
   B. Task.
   C. Employee.
   D. Situational.

7. Which Act regulated the minimum wage and overtime payable to employees?

   A. OSHA.
   B. NAFTA.
   C. Fair Labour Standard.
   D. Employment Act 1955.

8. Some employers provide employees with a fixed benefit payment and allowing employees to choose between variety benefits such as health insurance, life insurance, disability insurance, and educational benefits. What is the name of this plan?

   A. Gainsharing.
   B. Profit-sharing.
   C. Cafeteria benefits.
   D. Equal employment.

9. A departmental manager is meeting with each of his subordinates to discuss their performance over the past year. What process is he involved in?

   A. Job description.
   B. Labor negotiations.
   C. Vestibule assessment.
   D. Performance appraisal.

10. Independent contractors, on-call workers, temporary employees, and contract employees are the example of

    A. Union workers.
    B. Contingent workers.
    C. International workers.
    D. Local workers.

Continued ...

11. Which term refers to a labour action in which employees temporarily walk off the job and refuse to work?

    A. Strike.
    B. Lockout.
    C. Boycott.
    D. Mediation.

12. Which term refers to all the activities involved in making products to goods and services to for customers?

    A. Operations.
    B. Processes.
    C. Planning.
    D. Scheduling.

13. When a firm produces goods for mass consumption, what type of goods production method is generally used?

    A. High-contact systems.
    B. Make-to-order.
    C. Layout planning.
    D. Make to stock.

14. What is a management information system?

    A. A system that supports managers by providing daily reports, schedules, plans, and budgets that can be used for making decisions.
    B. An information resources related to the collection of date.
    C. An easy-access application of an information system designed for instant access by upper-level managers.
    D. An information processing application for use in business activities involving well-defined processing steps.

15. Who is the person in charge of operating the systems used for gathering, organising, and distributing information?

    A. Production manager.
    B. Operations manager.
    C. Information systems manager.
    D. Research and development manager.

Continued ...

16. Keyboards, monitors, and printers are the examples of _____.

A. control.
B. hardware.
C. software.
D. databases.

17. What type of goods includes raw materials used to produce other products?

A. Substitute products.
B. Industrial goods.
C. Consumer goods.
D. Marketing goods.

18. Products with intangible features such as professional advice are called as _____

A. Personal goods.
B. Services.
C. Industrial goods.
D. Psychographics.

19. What can organisations do to build better, stronger information connections with clients?

A. Customer relationship management (CRM).
B. Data warehousing.
C. Industrial marketing.
D. Possession data.

20. What is the term used for the communication efforts that are designed to build goodwill and build favorable attitudes in publics?

A. Sales promotion.
B. Advertising.
C. Promotion.
D. Public relations.

21. What are the tangible products bought strictly for personal use?

A. Consumer goods.
B. Services.
C. Relationship goods.
D. Data.

Continued ...

22. Which of the following describes measurable traits about a consumer, such as income, gender, or marital status?

    A. Psychographics.
    B. Geographics.
    C. Behaviour.
    D. Demographics.

23. What type of behaviour do consumers exhibit by regularly purchasing products because they are satisfied with the performance of the product?

    A. Psychological influences.
    B. Need recognition.
    C. Brand loyalty.
    D. Emotional motives.

24. Sabrina is accessing Cleo website to search information about her skin care products before purchase. Which stage of the consumer buying process exhibited by Sabrina?

    A. Post-purchase evaluation.
    B. Problem solving.
    C. Information seeking.
    D. Purchasing the product.

25. Family members and friends can have a strong impact on consumer choices when acting as

    A. psychological influences.
    B. personal influences.
    C. social influences.
    D. loyalty influences.

26. _____ is using symbols and names to communicate the qualities of a product.

    A. Branding
    B. Reintroduction
    C. Product adaptation
    D. Product extension

27. Joseph Sdn Bhd, which buys products to use to produce or create other goods or services is a(n)

    A. convenience buyer.
    B. consumer.
    C. industrial buyer.
    D. capital buyer.

Continued ...

28. Which of the following acts as an intermediary by selling products to other businesses, who then sells them to the final consumer?

    A. Brokers.
    B. Agents.
    C. Wholesalers.
    D. Intermediaries.

29. What are products that are consumed rapidly and regularly classified as?

    A. Industrial goods.
    B. Shopping goods.
    C. Specialty goods.
    D. Convenience goods.

30. Which of the following terms refers to the examination of a company's accounting system to determine whether its financial reports fairly represent its operations?

    A. Company-wide analysis.
    B. Forensic accounting.
    C. Portfolio analysis.
    D. Audit.

(Total: 30 marks)

Continued ...

SECTION B: Structured Questions (70 Marks)

QUESTION 1

(a) Describe the **FIVE (5)** types of power in organisation. Provide an example for each type. (15 marks)

(b) List any **THREE (3)** counterproductive behaviours in organisation. (3 marks)

(c) Explain **FOUR (4)** potential benefits to the employee from flextime program. (8 marks)

(d) Discuss ways in which managers can convey the concept of punishment and rewards as a form of behaviour modification. (4 marks)

(Total: 30 marks)

QUESTION 2

Identify and briefly describe the **SIX (6)** impacts of Information Technology (IT) has had on the business world. (12 marks)

QUESTION 3

(a) Draw and label product life cycle (PLC) accordingly. (8 marks)

(b) State and explain the **FOUR (4)** stages of product life cycle (PLC). Provide at least **ONE (1)** example of a product in each stage. (12 marks)

(Total: 20 marks)

QUESTION 4

(a) Define money. (2 marks)

(b) Provide the **THREE (3)** functions of money. (6 marks)

(Total: 8 marks)

End of Paper